

TO: Mr. F. E. Resnik

DATE: April 4, 1969

FROM: J. E. Wickham ✓

SUBJECT: Comparison of Third and Fourth Market Samples - FTC and P.M.

The tar and nicotine data published by the Federal Trade Commission (FTC) for the 3rd versus the 4th Market Sample are shown on Graphs 3 and 4. Similar data generated at Philip Morris R & D are given in Graphs 1 and 2.

Graphs 1 and 2 show no difference in the data generated at Philip Morris R & D. Graph 3 (tar) shows no difference between Market Samples 3 and 4; however, there is a difference in nicotine deliveries of Market Samples 3 and 4 with Market Sample 4 being higher.

These graphs represent all the brands reported in the surveys. The data below are based on the overall average of the 121 brands reported in Market Samples 3 and 4.

These data corroborate the belief that a level shift occurred at the Federal Trade Commission Laboratory between Market Samples 3 and 4.

Market Sample	<u>Philip Morris</u>		<u>FTC</u>	
	<u>3</u>	vs <u>4</u>	<u>3</u>	vs <u>4</u>
Tar, mg/cigt	18.2	18.4	20.2	20.2
Nicotine, mg/cigt	1.13	1.14	1.17	1.24

/mcs

cc: Dr. H. Wakeham
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